



## **UNITED STATES COAST GUARD**

### **CONSENT TO USE AGREEMENT APPLICATION**

Thank you for your interest in using the United States Coast Guard (USCG) insignia. This form allows us to get to know you and your company better, so please answer the questions as completely as possible.

#### ***STEP ONE: APPLICATION***

To begin the process, you must complete the following steps:

- Complete the application in full, providing the U.S. Coast Guard with information needed to best review your request.
- Provide a representative sample of each product that you plan to produce and or sell bearing any U.S. Coast Guard insignia. Catalogs and/or e-mail photos of products are acceptable. The samples must illustrate your planned method of enhancement. However, the U.S. Coast Guard reserves the right to request a non-returnable sample of the licensed product prior to executing the Agreement,
- Once you have completed the application, send it with the other required elements to the U.S. Coast Guard at the address at the end of this application, and keep a copy of the application packet for your records. The Program Manager will review each application based on the information provided and if your application is approved, you will receive Consent to Use Agreement Packet. If your application is not approved, you will be notified in writing.

#### ***STEP TWO: PROCESS***

Once your application has been approved, you will receive Consent to Use Agreement. You must complete the following steps in their entirety and receive a fully executed agreement before you may begin production:

- Sign and return the Agreement
- If requested in the proposed Agreement, submit the company's identification tag or label that will appear on all products.
- All artwork must be approved by the U.S. Coast Guard prior to production.

### STEP THREE: MAINTENANCE

Once the process has been completed, the U.S. Coast Guard will forward an executed copy of the Consent to Use Agreement to you or your company. To keep your agreement in good standing, you must remember to:

- If required, maintain product liability insurance coverage for each license that you hold, and make sure that a copy of your current certificate of insurance is on file with USCG.
- Always secure written approval of artwork from the U.S. Coast Guard prior to production.

### COMPANY INFORMATION

Company/Owner Name: \_\_\_\_\_

World Wide Web Address: \_\_\_\_\_

Primary Address (No PO Boxes):

Street			
City	State	Zip/Postal Code	Country

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Entity Type: ☐ Corporation ☐ Limited Liability Company ☐ Small Business  
☐ Partnership ☐ Hobbyist ☐ Other \_\_\_\_\_

Years in business: \_\_\_\_\_

### PROPOSED PRODUCT INFORMATION

Identify U.S. Coast Guard protected words and symbols for which you are seeking an agreement(e.g. Emblem (crossed anchors), Mark (racing stripe), USCG initials, term U.S. Coast Guard:

\_\_\_\_\_  
\_\_\_\_\_

Description of product(s) and estimated prices per unit for each product you seek a license:

Product	Estimated Wholesale Price	Estimated Retail Price

Requested territory to be covered (e.g. U.S. and its territories, Worldwide):

Have any products you produced ever been involved in a product liability claim?

☐ No ☐ Yes If yes, please explain: \_\_\_\_\_

## MARKETING AND MANUFACTURING INFORMATION

Describe any advertising, promotion materials, or programs you plan to use to market the U.S. Coast Guard products:

Will you or your company actually manufacture the product(s): ☐ Yes ☐ No

If yes, location of manufacturing plant (city/country): \_\_\_\_\_

If no, identify manufactures or subcontractors where the licensed products will be made:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Street

City

State

Zip/Postal Code

Country

Contact/Position: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

## ADDITIONAL INFORMATION

Please enclose any additional information you believe will help the U.S. Coast Guard evaluate your request. This additional information should include but not be limited to providing the following:

☐ Non-returnable U.S. Coast Guard product sample for evaluation of materials, quality and workmanship. *\*Note, if you wish to have the sample product returned, please include a postage paid return slip.*

☐ Catalogs, brochures and promotional materials that display your company's products.

☐ Materials or drafts showing how your company proposes to use the U.S. Coast Guard insignia on products.

- ☐ Any other information that demonstrates your company's proposed products.

**RETURN COMPLETE APPLICATION TO:**

United States Coast Guard  
Attn: LTJG Katherine Sowers  
2703 MARTIN LUTHER KING JR AVE SE  
Washington DC, 20593-7103

**CONTACT US:**

202-372-4602 (phone)  
[uscg\\_licensing@uscg.mil](mailto:uscg_licensing@uscg.mil)  
[katherine.c.sowers@uscg.mil](mailto:katherine.c.sowers@uscg.mil)

## FREQUENTLY ASKED QUESTIONS

The U.S. Coast Guard's Mark, Emblem, and name are protected by federal law of 14 U.S.C. § 639. The use of various Coast Guard Insignia is governed by specific criteria, as defined by U.S. Coast Guard Heraldry [http://www.uscg.mil/directives/cim/5000-5999/CIM\\_5200\\_14A.pdf](http://www.uscg.mil/directives/cim/5000-5999/CIM_5200_14A.pdf)).

### Coast Guard Seal

The Coast Guard Seal is a pair of crossed anchors superimposed by a life ring with shield and surrounded by a line grommet. **The Seal must not be reproduced outside of the Coast Guard.**



- The wall plaque reproduction of the Seal may be loaned to service-related organizations.

### Coast Guard Mark and Emblem

Neither the Coast Guard Mark nor the Emblem may be reproduced outside the Coast Guard without approval. Vendors or others who seek to reproduce these identifying symbols must submit an outline of the intended use and a copy of the proposed design to Commandant (CG-09223).



*Coast Guard Mark*



*Coast Guard Emblem*

### Coast Guard Ensign

The Coast Guard Ensign is a symbol of the United States Coast Guard law enforcement authority and is, by law, restricted to official use only.



### Coast Guard Standard

The Coast Guard Standard is used during parades and ceremonies and is adorned by our 34 battle streamers. Service-related organizations may use the Standard on temporary loan with approval from Commandant (CG-09223).

